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# AGRICULTURAL MARKETING



MAY 1967 Vol. 12 No. 5



**SHE TEACHES  
MEAT-BUYING**



CROPS PROTECTION  
RESEARCH BRANCH  
Rec MAY 11 1967  
Answered \_\_\_\_\_

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# Will New School Lunch Recipes Pan Out?

*U.S. school children are broadening their food horizons.*

SEVERAL HUNDRED YOUNGSTERS in about 50 schools scattered throughout the country are getting a chance to express their views on new school lunch recipes. Selected for economy and simple preparation, the recipes are student favorites from various States collected by Consumer and Marketing Service of the U.S. Department of Agriculture and then lab-tested and standardized at USDA'S Agricultural Research Center in Beltsville, Maryland.

Now they're getting the real test of student reaction. Chinese pie, country fried steak, carrot relish, tomato spoon salad and corn mock-shue are among the tryouts. Also included are such delicacies as caramel-peanut butter rolls, cornmeal cookies, and peanut butter cake with vanilla cream frosting. The recipes

were contributed by—Connecticut, Georgia, Kentucky, Louisiana, New Hampshire, New Mexico, New York, Oklahoma, Tennessee, Texas, West Virginia and Wisconsin.

This is all part of continuing efforts to win more youngsters over to the good nutrition available through the National School Lunch Program, and lend regional flavor to the program's official recipe file. The new recipes will be added to the file if they pan out in the 2-month trial period that ends this month. School lunch managers will report student reaction along with such important considerations as cost and ease of preparation and serving.

School lunch managers in some 71,000 schools taking part in the National School Lunch Program face

the continuing challenge of serving low cost lunches that appeal to children's food tastes and meet the nutritional standards of the Type A menu pattern. It calls for a protein rich food, vegetables and milk, allowing plenty of latitude for local invention. Thus names like submarine sandwich, sloppy Joe, beef barbecues and chili may appear regularly on school lunch menus. Reflecting international tastes are dishes like pizza, spaghetti, lasagna, chop suey and enchiladas.

Whatever happened to the All-American favorites like hotdogs, hamburgers, and fried chicken? They're still prominent on the school lunch scene; U.S. school children are just broadening their horizons.

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ORVILLE L. FREEMAN  
*Secretary of Agriculture*

S. R. SMITH, Administrator  
*Consumer and Marketing Service*

Editor, James A. Horton  
Writer-Editor, Devra L. Simon

## COVER STORY

This is Sandra Brookover, the C&MS consumer meat specialist who travels throughout the country telling audiences how to use Federal grades in buying and cooking meat.

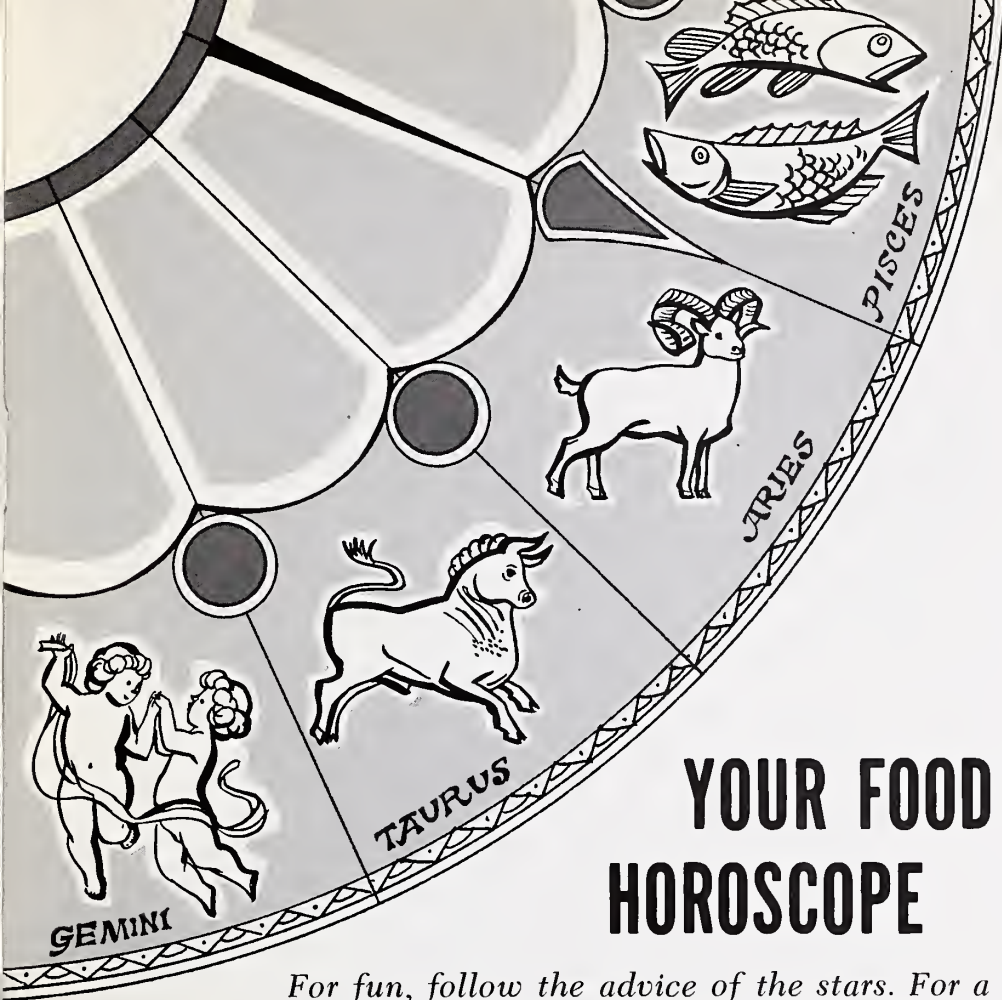


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## YOUR FOOD HOROSCOPE

*For fun, follow the advice of the stars. For a better way to buy food, follow the advice of USDA's Consumer and Marketing Service.*

**Aries** (MAR. 21 - APRIL 20) — Born under the sign of the ram, you are dependable, energetic, and independent. You are naturally a good shopper and what you lack in experience you can make up in learning. You can get the free booklet "How to Use USDA Grades In Buying Food," PA 708, by writing the Office of Information, USDA, Washington, D.C. 20250.

**Taurus** (April 20 - May 21) — You are fearless, strong of mind and body, and sincere. Make good use of your fearlessness. Don't shy away from buying the less familiar cuts of beef. Learn what they are and how to cook them. For advice on buying beef, send for "U.S. Grades for Beef," MB-15, Office of Information, USDA, Washington D.C. 20250.

**Gemini** (May 21 - June 21) — Born under the sign of twins, you have a dual personality. When shopping, keep the "dual" aspect of eggs in mind—look for the size and the grade. Compare the prices of small,

medium and large for the same USDA grade—A or AA. If the difference is more than seven cents a dozen, buy the smaller size and save.

**Cancer** (June 21 - July 23) — Persons born under the sign of the crab are endowed with strong determination, intuition, and purpose. When you shop for canned fruits and vegetables, keep *their* purpose in mind. The lower grades are a good buy when appearance is not important.

**Leo** (July 23 - Aug. 23) — Born under the sign of the lion, you are the romantic type, dignified, courteous, and sympathetic. You make a good host or hostess, so why not entertain frequently? When you entertain important people and want to buy the best steak, try U.S. Prime or U.S. Choice porterhouse.

**Virgo** (Aug. 23 - Sept. 23) — Persons born under the sign of Virgo are orderly methodical, and systematic. You don't lose your cool when food shopping. In your orderly and systematic way, check the food ads

to see who has the best buys and make a flexible grocery list. Don't rely on expensive impulse buying.

**Libra** (Sept. 23 - Oct. 23) — Libras are well-balanced persons—tasteful and gifted. You are usually good cooks and go all out for making tasty, flavorful dishes. That's why you should use Grade AA cheddar cheese for your next souffle—you can rely on it for consistently good flavor.

**Scorpio** (Oct. 23 - Nov. 22) — Although you—born under the sign of the scorpion—are courageous, ambitious, and eloquent in speech, your strongest characteristic is self control. You don't panic when you buy fresh fruits and vegetables—you learn how to judge quality. Look for heavy, thin-skinned oranges and grapefruit, for example, and the greener heads of lettuce, not too hard.

**Sagittarius** (Nov. 22 - Dec. 22) — Born under the sign of the archer, you are impulsive, honest, quick and confident. Hit the bullseye when you shop for high quality and wholesome instant non-fat dry milk—look for the "U.S. Extra Grade" shield.

**Capricorn** (Dec. 22 - Jan 20) — You are careful, sensitive, and economical. You remember to watch your pennies when food shopping. You'll find a U.S. Grade A turkey is an economical buy all year round. Turkeys with the U.S. Grade A shield have more meat and a better appearance than those of lower grades—and they're U.S. inspected for wholesomeness, too.

**Aquarius** (Jan. 20 - Feb. 19) — Persons born under the sign of the water bearer are restless, fond of aquatic sports, pleasing, and agreeable. Your greatest fault is procrastination, but you can turn this into your greatest shopping asset by waiting until the foods you like are plentiful, hence less expensive.

**Pisces** (Feb. 19 - Mar. 21) — Born under the sign of the fishes, you are fickle, honest, fond of beauty, and easily led. But, don't be misled by labels—read them carefully. For example, under USDA meat inspection regulations, a can labeled "gravy with sliced beef" will have more gravy than beef since "gravy" is indicated first.

# PUT EGGS TO WORK

By A. Elizabeth Handy



On your breakfast table . . .



. . . on your meringue pie . . .

**W**HAT DO THESE WORDS have in common? Kedgeree, Zabaglione, Mornay. No they're not secret code names, but dishes that use eggs as an important ingredient.

Kedgeree is an entree of hard-cooked eggs tossed and heated with rice. Zabaglione is an Italian soft-cooked egg custard made with wine, served as a dessert or as a dessert sauce. Mornay is an entree of poached eggs covered with cheese sauce and baked—au gratin style.

Eggs are indispensable—and they can be served in literally hundreds of ways. They may appear on the breakfast, brunch, lunch, snack or dinner menu—in plain or party fare. From an early morning eye-opener to a late-at-night snack, eggs are not only versatile and delicious but they are good for all ages, easy to prepare and economical.

Nature's "pre-packaged" food product, eggs are especially valued as a source of high quality protein. In fact, egg protein is so near perfection that scientists often use it as a standard to measure the value of protein in other foods. Eggs also supply significant amounts of Vitamin A, iron,

riboflavin (Vitamin B<sub>2</sub>) as well as smaller amounts of many other nutrients needed by all age groups for good health. They are one of the few foods that contain natural Vitamin D.

Eggs are an ideal food for people of all ages. They make a valuable contribution to the food needs of infants, children, and teen-agers during the periods of rapid growth. They continue to be valuable in the daily diet through adult years. For older people, eggs assume an even greater value—they are readily available, easily digested, and easy to prepare. Those who have weight reducing problems and are counting calories can figure that one large egg contains 80 calories—yet it supplies many of the nutrients needed for a well-balanced diet.

Eggs serve important functions in general cooking and are useful for:

*Leavening:* Cakes, breads, souffles, omelets.

*Thickening:* Custards, sauces, puddings.

*Emulsifying:* Mayonnaise, salad dressings.

*Coating:* For breaded poultry,

. . . on French toast . . .



. . . egg a la king in puff shells . . .



# FOR YOU



When buying eggs, look on the carton for a shield like this one. It will tell you the grade and size of the egg.

meat and fish.

**Binding:** Croquettes, meat loaves, egg loaves.

**Retarding Crystallization :** Candies, icings.

**Garnishing:** Canapes, salads, main dishes.

**Clarifying:** Soup stock.

A quick search of any cookbook will give the homemaker unlimited ideas as to how she can make eggs work for her in her menus. They may be used in appetizers, soups, entrees, sandwiches, salads, dressings, breads, desserts, and beverages.

Moderate to low temperatures, with proper cooking time, is the general rule to assure uniformly tender, attractive egg dishes. High temperatures and long cooking cause egg protein to shrink, with an accompanying loss of moisture, making the protein in the egg rubbery or tough.

Here are a few suggestions for using eggs:

**Appetizers:** Egg dips, canapes.

**Soups:** Bisques, consommés.

**Entrees:** Poached, scrambled, fried, hard or soft cooked, baked, omelets, soufflés, fondues, loaves.

**Sandwiches:** Denver, club, fried, hard cooked.

**Salads:** Caesar salad, mousses, aspics, poultry, and fish salads.

**Dressings:** Thousand Island, cooked salad dressings, mayonnaise.

**Breads:** Muffins, waffles, corn bread, French toast, dumplings.

**Desserts:** Meringues, pies, puddings, custards, soufflés, cream puffs, cakes.

**Beverages:** Egnogs—plain or fancy.

When buying eggs, look for the USDA grade shield. The shield may be found on the egg carton or on the tape that seals the carton.

Look at the shield carefully. It tells you two things:

• *The grade of the egg*—determined by the interior quality and the condition and appearance of the shell.

Highest quality eggs are marked USDA Grade AA (or Fresh Fancy) and A. Lower quality eggs are marked USDA Grade B. The top quality eggs have a large amount of thick albumen (white) and high, firm yolks. They are ideal for any purpose and are especially good for poaching and frying where appear-

ance counts the most. Grade B eggs have a thinner white and the yolk is somewhat flattened. They are suitable for combining with other ingredients in cooked dishes where appearance is not an important factor.

• *The size of the egg*—refers to minimum weight per dozen. The sizes most often found are: *Extra Large*, 27 oz.; *Large*, 24 oz.; and *Medium*, 21 oz. Other sizes available are: *Jumbo*, 30 oz.; *Small*, 18 oz.; and *Peewee*, 15 oz.

Remember, however, that size and quality are not related. They are entirely different. For example, large eggs may be of a high or low quality and high quality eggs may be either large or small.

The majority of eggs offered at retail today are graded to U.S. Department of Agriculture specifications. Only those carrying the official USDA grade shield are graded under USDA supervision with a Federal-State grader in the plant supervising the uniformity of quality and size.

Buy the *grade* and *size* best suited to your budget and use. Generally speaking, if there is less than a 7 cent spread per dozen eggs between one size and the next smaller size *in the same grade* you will get more for your money by buying the larger size.

When considering cost, remember that one dozen large eggs represents 1½ pounds (24 oz.). If the large eggs are selling for 60 cents per dozen, that's the equivalent of 40 cents per pound—very reasonable for a pound of high protein food.

Refrigeration, which controls both temperature and humidity, is essential to maintain egg quality. Purchase eggs from a refrigerated display case and refrigerate promptly at home (large end up) to help maintain quality.

... stuffed eggs delmonico ...

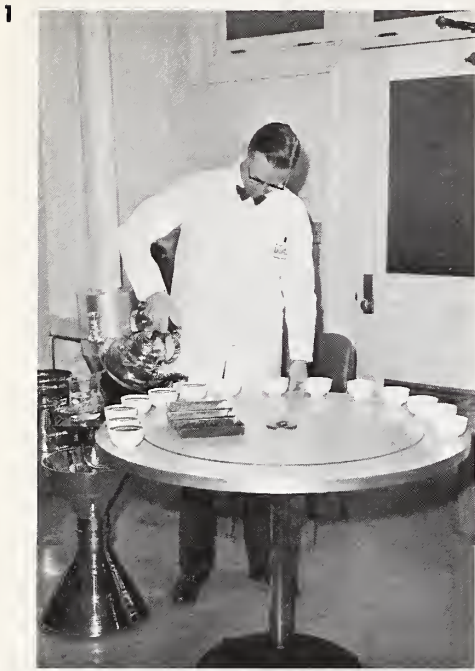


... egg and green onion mold.



The author is a Home Economist, Poultry Division, C&MS, USDA.

# Let's Look at the Lab—the new C&MS fruit and vegetable lab.



**A**N ORNATE CHROME tea kettle and a shiny new cuspidor are the everyday tools of John B. Wegener, (1) coffee and tea taster and head of the Washington processed products inspection laboratory of the Fruit and Vegetable Division of USDA's Consumer and Marketing Service.

In the processed products standardization and inspection branch of the Division, Wegener and other members of the staff inspect canned, frozen, and dehydrated fruits and vegetables and some specialty items like coffee and tea, peanut butter, mayonnaise, and mustard.

The coffee tasting room is part of the new and improved lab designed for the Washington Inspection Section (4). New cabinetry and a gas chromatograph have been added in another section of the laboratory. A lab technician does a titration on a

peanut butter sample (3). There are six other processed products inspection labs located at strategic points throughout the country that perform specialized and technical testing. In addition, about 700 field inspectors working out of 30 field offices performing grading services and testing on processed fruits and vegetables and related products against Federal, military, or private specifications.

Hand painted models, like the sweet potato models (2) used by this inspector, David L. Burton, are one type of visual tool used in the inspection of processed fruits and vegetables.

The inspection service, on a fee-for-service basis, is only one of the many C&MS services to help make marketing from farm to consumer more efficient.





## THE 25-POUND PAPER CLIP

*C&MS Packers and Stockyards Division has broadened its checkweighing program to protect livestock producers from inaccurate scales and dishonest weighing practices.*

**W**OULD YOU BELIEVE that you could sell 50 head of cattle, get paid for 48 or 49 head, and be satisfied that you'd made a good swap?

Would you believe that an ordinary paper clip could tip a 20-ton livestock scale as much as 25 pounds?

The U.S. Department of Agriculture would believe both—and with good reason.

The Packers and Stockyards Division of USDA's Consumer and Marketing Service—in enforcing the Packers and Stockyards Act—has over the past few years broadened its check-weighing program in an effort to protect livestock producers from inaccurate scales and dishonest weighing practices. These spot-checks of livestock and carcass scales have turned up some real eye-openers.

Take the case of an out-of-kilter monorail scale the P&S Division ran into a few months ago. Located in a Midwestern meat packing plant, the scale was used to determine pay weights for beef animals sold on a grade-and-yield basis, where the producer is paid for his livestock on the basis of the dressed carcass weight.

The P&S Division's check of the scale indicated it was accidentally short-weighing each carcass by 5 pounds. Now 5 pounds is not a very significant part of a 500-600 pound beef carcass, but this plant was slaughtering about 400 cattle a day. At the rate of 5 pounds a carcass, that's a ton of free beef every day.

Figuring the value of the carcasses at an average of 40 cents per pound, each producer was losing about \$2 on each carcass, or a total of \$800 a day or \$4,000 a week—all because one scale was weighing 5 pounds light.

As the case turned out, the P&S Division found that the short-weighing was the result of the scale being moved within the plant. The scale was corrected, and livestock producers in the area were saved what would amount to about \$200,000 a year.

*By Ben D. Baird*

Currently, there are nearly 6,500 livestock and monorail scales subject to P&S Act regulations. The regulations require that these scales be tested for accuracy at least twice a year. The P&S Division, with its limited staff and funds, is not in a position to conduct this testing—nor should it be. The P&S Act regulations place the responsibility for accurate scales on the scale owner. The testing is done by State Weights and Measures agencies and by approved commercial testing firms. The P&S Division's check-weighing program, under which Division personnel re-weigh livestock on a spot-check basis, supplements these semi-annual tests and helps to correct problems which might go undiscovered between the semi-annual tests.

*The author is a Scales and Weighing Specialist in the P&S Division's Memphis (Tenn.) Area Office*

Scales are sensitive, delicate mechanisms and require a certain amount of technical knowledge and skill to operate. The scale mechanism can easily get out of adjustment, and scale operators may not always be as careful as they should be in using them. Equipment or operator can cause accidental errors.

The monorail scale in the packing plant is a good example of how the weighing supervision program pays off. As a result of the spot-check, the short-weighing problem was corrected within a relatively short time—long before it would have been discovered in a regular test.

Check-weighing also helps to eliminate problems with the operation of scales. Most people are basically honest, and the check-weighing program bears out this fact. But there are always a few in any business who'll do almost anything for a fast buck. Some weighmasters and scale operators have developed cheating

techniques that would go unnoticed by all but the best-trained scales and weighing specialist.

One of the more obvious of the tricks of the weighing trade is the weighing of livestock with the scale out of balance. The scale operator can add or subtract 25 or 50 pounds per draft, depending on whether he's buying or selling.

Some livestock scales are capable of weighing loads up to 20 tons, and yet sensitive enough to be manipulated by the improper use of a scale ticket. On scales of this capacity, the ratio of weight between the scale deck and the weighbeam mechanism may be as high as 400 to 1. If the scale ticket is inserted in the weighbeam poise for stamping before the beam is balanced, the weight of the ticket is multiplied many times over, and although it weighs but a fraction of an ounce it can make 15 or more pounds difference in the apparent weight of the load.

Spot-checks have turned up several variations of such weighbeam manipulation. A scale operator may casually rest his cigar butt on the beam, or a paper clip from the scale ticket and other sale papers, or his pencil. The negligible weight of any of these objects, when multiplied by a factor of 400, can have a drastic effect on final pay weights.

The P&S Division check-weighed livestock at 6 terminal markets, 190 auctions, and 57 buying stations in 1966. Inaccurate weights were found at 41—or about 16 percent—of these facilities. That's down from 23 percent in 1965. In most cases where markets were put on notice to correct weighing practices, later checks have shown decided improvements in their operations.

The check-weighing program has proved itself as an effective and economical means of reducing inaccurate weighing equipment and practices and making scale owners and operators more aware of their responsibilities to provide proper facilities and accurate weighing practices.



*Sandra's work is not all traveling. Since the success of a program begins with thorough preparation, she spends a lot of time planning her presentations. Hard work in the Washington office means audience communication and success in the field.*

## This Is SANDRA BROOKOVER

*Television appearances—including those aimed at low income groups—usually include money-saving tips. A favorite of most audiences is Sandra's demonstration of how*

*to cut a blade chuck roast to get three meals. She cuts the roast along natural seams into (1) steaks—from the oval muscle (2) pot roast and (3) bone with meat for soup.*



*Her travels are part of a unique education program on Federal meat grades.*

**F**ROM SPEAKING TO A GROUP in West Palm Beach to getting snow-bound in a Chicago blizzard—it's all part of the job for Sandra Brookover, consumer meat specialist with the Livestock Division, Consumer and Marketing Service, U.S. Department of Agriculture.

In February, 1966, Sandra started traveling throughout the country telling consumers, dieticians, and others about Federal meat grades. Today, 40,000 miles and 76 appearances later, she's still on the go.

Sometimes the going gets a little rough. In January, Sandra was scheduled to make two television appearances in Chicago and then fly to Detroit. With little time between shows, everything had to follow a carefully arranged time table.

The weatherman, however, decided not to co-operate and dumped a blizzard on Chicago. Sandra made her two television shows—one of the few who did—but found herself snow-bound in Chicago for several days.

Sandra's travels are part of a unique education program on Federal meat grades through which consumers may learn how to use Federal grades in buying meat and as a guide

in cooking. Money-saving tips—recognizing cuts—handling and storing meat—these are just a few of the topics covered in her lectures.

Consumers are not the only ones to benefit from Sandra's tours and lectures. Specialists such as hospital dieticians, school lunch directors, and buyers for restaurants, steamship lines and airlines frequently ask her to talk about USDA's Acceptance Service for meat.

The Meat Acceptance Service, which is based on Federal grades and specially designed purchase specifications, helps volume buyers make sure the meat they get is just what they ordered. Sandra explains how the program works and how volume buyers can make the best use of it.

Her lectures, as well as radio and television appearances, are presented free of charge as a public service. For more information or requests for appearances, write:

Sandra Brookover  
Livestock Division  
Consumer and Marketing Service  
U.S. Department of Agriculture  
Washington, D.C. 20250



*The inspection stamp for wholesomeness (above); the grade mark for quality (below). In her television shows and personal appearances Sandra explains the difference between the two and when and how to use each one.*



# Teletype Wires Transmit Progress in Brazil

*With C&MS' aid, Brazil has established a market news system which is helping to improve its entire agricultural marketing system.*

*By Lance G. Hooks*

"IMAGINE WHAT IT MEANS," says Francisco Vera, head of Brazil's new market news system, "to have a modern teletype wire for market news in a country where it sometimes takes 5 years to get a telephone installed!"

With the help of market news specialists from the U.S. Department of Agriculture's Consumer and Marketing Service, which conducts the United States' 50-year old nation-wide market news system, Brazil has now established a market news system of its own.

Brazil's new service covers trade on fruits and vegetables, eggs, and poultry in three of that country's largest markets, Rio de Janeiro, Sao Paulo, and Belo Horizonte.\*

Some wholesale meat prices are being reported—and livestock reports have been started in Sao Paulo.

Reports on prices and supplies are exchanged between the three cities via teletype wire and then carried by newspapers and radio stations.

Producers and traders are rapidly learning the value of this service. For example, a large carrot producer in the State of Rio de Janeiro recently reported an extra profit of \$2,000—gained through using market news reports and shipping direct to the city of Rio de Janeiro when demand is reported strong there instead of selling all his production to local buyers.

To a U.S. farmer or marketer, such a procedure seems elementary. But in Brazil it represents a significant forward step, for Brazil's agriculture—with some exceptions—and its marketing system are still in the early stages of development.

It was because Brazil recognized the need to hasten this development that the new market news system was begun.

Brazil has urgent need for increased food production to feed its exploding population—and this is being done through increasing the

manufacture and imports of fertilizer, providing more rural credit, developing and expanding cooperatives, and conducting educational programs.

But of course, increasing food production is only half the battle. It is also necessary to have a marketing system capable of

*The author is a C&MS market news specialist with the USDA/AID technical assistance team in Brazil.*

moving food products to market quickly and efficiently, and capable of rewarding the farmer sufficiently to provide him incentive to produce and to market his output.

The first requirement for a marketing system is transportation. And Brazil is busily building hard-surfaced roads on which a considerable amount of produce is now being transported by truck. Two-wheel carts and pony caravans, each pony loaded with two large baskets, are still common, however, even in such large markets as Belo Horizonte. And you will still see men and women carrying baskets full of produce balanced on their heads.

Most trading is still on a small scale, generally face-to-face. All Brazilian cities and villages have street markets where fresh produce, meat, and fish are sold, without benefit of refrigeration or sanitary facilities.

So there is need for rapid and extensive improvement. A USDA survey team visiting Brazil in late 1963 recommended, among other aids to help bring this about, a nationwide market news system. The recommendation was accepted by AID (the Agency for International Development) and the Brazilian Government, and about a year later the project was begun by a group of USDA market news specialists and Brazilian government employees. This project is

one of several being carried out by the 22-man USDA technical assistance team in Brazil, coordinated by USDA's International Agriculture Development Service and sponsored by AID.

Officials in the Brazilian Ministry of Agriculture see great promise in the market news system that has been developed and are working with the State secretaries of agriculture in an effort to extend it to all 22 States, the Federal District (Brasilia), and the three territories of Brazil as quickly as possible.

They believe that market news provides the best and quickest means of stabilizing the supplies and prices of agricultural products, which now tend to vary widely from one producing or marketing area to another. And they are confident it will aid producers in planning production and in deciding when and where to market their products, so as to bring the best returns.

But Brazil will probably find it necessary soon to take another step that the United States took some 50 years ago—and that is to establish standards and grades for agricultural products so that quality can be uniformly identified in all markets and prices accurately compared.

The need for a universally understood system of quality identification will become more acute as more transactions are consummated by telephone and quantities traded increase in volume.

When it achieves a system of nationally-uniform grades and standards, and a nationwide market news system, Brazil will have the tools necessary for a modern agricultural production and marketing system—and for concomitant economic development.

*\*Since this was written, market news services have been extended to two additional Brazilian cities, Curitiba in the State of Parana and Porto Alegre in the State of Rio Grande Do Sul.*

for growers and growers' agents

## A Bad Produce Contract Spells Trouble

By John J. Gardner

**T**O A GROWER OF FRUITS or vegetables, a bad produce contract could spell something akin to a crop failure in terms of money out of his pocket.

To the grower's agent, who may handle the crop from planting or harvest through sale, a bad contract can spell even more trouble: lost business and reputation, too.

A mighty important piece of paper . . . that contract between the grower and his agent! What goes into it should be given careful consideration by both—but particularly by the grower's agent, who usually prepares it.

If you're a grower's agent, take this short true-false test by marking a "T" or "F" in each box. It can give you some indication of whether you're writing proper contracts.

(1) Do you state clearly, so both you and the grower will understand, whether you have authority to:

- consign produce or enter into joint-account agreements?
- pool or commingle growers' produce when disposing of it?
- make adjustments and arrange settlements on disputed lots?
- file claims on the grower's behalf?

(2) Do you state whether you or the grower will have to pay any special charges involved for these services?

(3) Do you make clear what the grower must do to carry out his end of the bargain—such as specifying the condition his produce must be in at the time of delivery to you and the type of container to be used?

(4) Do you state when the grower can expect to get accountings from you for his produce?

(5) Do you explain your customary method of packing and selling the crop, including how you'll dispose of culls and grade-out produce?

(6) Do you state the per-package fee you will charge the grower for handling and marketing his produce?

Now, rate yourself. If you marked them all true, you probably have a reputation for fairness in your dealings with growers. If you marked some false, you might do well to brush up on the points that should go into a contract.

One good way is to carefully read the Perishable Agricultural Commodities Act and its regulations. This law — administered by the U.S. Department of Agriculture — was created to protect grow-

*The author is Assistant Chief of the Regulatory Branch, Fruit and Vegetable Division, C&MS, USDA.*

ers, shippers, and buyers of fruits and vegetables against unfair practices. In studying it over, pay special heed to its section on "duties of growers' agents."

You'll learn, for instance, that PACA requires the agreement between a grower's agent and growers to be prepared in writing. A written *contract* is best. But you can get by with a written statement, confirming your agreement with

the grower and explaining how you'll handle his produce during the season. A copy of this statement must be given to the grower before he ships you his first lot of produce.

You'll also learn that the regulations require other good business practices — like keeping records on every operation you perform for the grower, then giving him a detailed accounting of everything you did in handling his produce.

Feel free, too, to seek the advice of your PACA representative. He's an expert in the business of marketing produce, and on hand at points around the country to help you — by telephone, mail, or personal visit. PACA offices maintained by the Fruit and Vegetable Division of USDA's Consumer and Marketing Service are in Fort Worth, Los Angeles, Chicago, New York, and Washington, D.C.

If you wish, your PACA representative will review your contract before you send it to the grower. He'll advise you whether it is clearly understandable, within bounds of PACA, and whether it contains the kind of information that will permit you to retain your reputation with the growers you serve.

A copy of the PAC Act and its regulations may be obtained from any PACA office, or from: Fruit and Vegetable Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington D.C. 20250.

*Growers' agents often handle a grower's crop from planting or harvest through its sale. That contract between agent and grower is a mighty important piece of paper.*



# CONSUMER AND MARKETING BRIEFS

*Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.*

## NEW PUBLICATION PROJECTS F&V MARKET DEVELOPMENTS

The Organisation for Economic Co-operation and Development is publishing a series of reports dealing with the present situation and 1970 prospects for fruit and vegetable production in OECD member countries. When reports on each member country have been completed, the OECD Working Party will make a general report.

The first report, covering Spain, was published in October 1966, and the series has been continuing at about monthly intervals. It is available in the United States from OECD Publications Center, Suite 1305, 1750 Pennsylvania Avenue, N.W., Washington, D.C. 20006. Individual reports are \$2.00 each; the series costs \$15.00.

OECD was established in 1960 by the member countries of the Organisation for European Economic Co-operation and by Canada and the United States. European members are Austria, Belgium, Denmark, France, West Germany, Greece, Iceland, Ireland, Italy, Japan, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, and the United Kingdom.

## USDA GOES TO SCHOOL

School bells will be ringing again this summer for the U.S. Department of Agriculture. Representatives from the Poultry Division of USDA's Consumer and Marketing Service will assist in the 12th Annual Southeastern Egg Quality and Grading School, which will be held June 6-9, in Memphis, Tenn. The school is sponsored by the Southeastern Poultry and Egg Association.

Representatives from the Poultry Division will also assist in the 36th Egg Quality School of the Northeastern Poultry Producers Council, to be held in July in University Park, Pa.

The schools are designed to give students in-depth training in egg grade and quality standards. Factors in handling, processing, plant sanitation and transportation that affect egg quality are discussed. Until recently, the primary purpose of the schools was to train egg graders. Attendance now includes State regulatory personnel, chain-store officials engaged in shell egg procurement, representatives of equipment manufacturing firms, and egg carton companies.

## U.S. SCHOOLS ENJOY FOOD BONANZA

"Bonanza" means literally "fair weather at sea." By extension, many of the Nation's schools are enjoying financial fair weather in their lunch programs—thanks to increased supplies of donated foods from the U.S. Department of Agriculture.

These increased donations early in 1967 include the following: \$32.2 million worth of butter, \$18 million worth of frozen boneless beef roasts, \$17 million worth of canned beef in natural juices, \$17 million worth of frozen chicken, \$3 million worth of canned grapefruit sections — plus substantial quantities of ground beef, cheese, raisins, fresh pears, dry beans, nonfat dry milk, rice, shortening, flour, corn meal and grits, and rolled wheat and oats. The January-February tally was 229 million pounds, worth \$62.8 million.

Large quantities of frozen orange juice were also bought by USDA in January 1967 for deliv-

ery to most schools in March.

Local reactions to this food bonanza were prompt. Reports from Kansas, New Mexico, Oklahoma, and other States showed that the usually strict, once-a-month delivery schedules of USDA-donated food were stepped up. The States made emergency deliveries of the food so their schools could take immediate advantage of this increased help.

## PLENTIFUL FOODS FOR MAY

The burgeoning month of May will offer shoppers a variety of abundant foods, the U.S. Department of Agriculture reports. Topping the plentiful foods list for May are two family favorites—eggs and frozen orange juice. Beef is on the list, too, as well as always-popular potatoes.

Egg production is running well ahead of a year earlier, so retail prices should be attractive. USDA's Consumer and Marketing Service is cooperating with the egg industry this spring in its promotion.

The orange crop has broken all records this year, which means there'll be bumper supplies of this favorite juice on hand.

Beef supplies will be plentiful during the coming months, as marketings are larger than a year ago. Potatoes, too — a longtime household favorite — are in excellent supply and will prove a good buy in the months ahead.

## LIVESTOCK AND MEAT INDUSTRY GETS BETTER SLAUGHTER REPORT

Livestock producers who want an accurate picture of the day's trade, and meat industry members who want an idea of the supply of meat that will soon be available,

now have an improved source of information.

The Consumer and Marketing Service of the U.S. Department of Agriculture recently started issuing its Estimated Daily Slaughter Report — on cattle, hogs, and sheep — on the same day that slaughter takes place. Previously, there was a one-day delay in reporting slaughter.

And the report now gives a more accurate estimate of daily slaughter.

Market news field offices collect slaughter figures before noon each day at the home offices of five major packers, for all of their plants; and in addition, get representative sample estimates from independent packers throughout the country. These figures are wired to the Washington, D.C., market news headquarters where they are tabulated. A projected figure on the day's slaughter is then released and flashed across the Nation through USDA's leased teletype wire.

The new reporting method, which results in an error margin of no more than 1 percent, was necessary because of changes in livestock marketing. Expected slaughter previously was estimated from figures based on terminal market receipts. With more livestock being sold direct to packing houses, the figures based on the terminal receipts no longer provided an accurate estimate of supplies and trading.

#### **USDA DONATED FOODS GO TO SUMMER CAMP**

Add orange juice and cheese to a growing list of foods that the U.S. Department of Agriculture will donate to nonprofit children's summer camps — to help them serve nutritious meals during the coming camping season. The USDA donations list also includes dry beans, bulgur, corn grits, corn meal, flour, chopped meat, non-fat dry milk, peanut butter, mar-

garine, raisins, rice, lard or shortening, rolled oats, and rolled wheat. Butter will be offered in some areas where it might be preferred over margarine because of dietary restrictions.

During 1966, some 1.3 million children attending camps benefited from USDA food donations. The 1967 figures should come closer to the 1.5 million mark. Such donations, made by USDA's Consumer and Marketing Service for State distribution programs, also go to needy persons in family units, schools, and charitable institutions.

#### **30,278 CHILDREN EAT BREAKFAST AT SCHOOL**

Nuuuli is a village in American Samoa. Since March 1, children attending Nuuli's new school, the Manulele Tausala, get a nourishing breakfast at school every school day morning — and at no charge.

Manulele Tausala is one of 234 schools in 42 States and American Samoa that bring nourishing breakfasts to their students on a pilot basis, as authorized in the Child Nutrition Act of 1966. The U.S. Department of Agriculture's Consumer and Marketing Service contributes money, food, and guidance to this program, as it does to the National School Lunch Program and the Special Milk Program. (See Agricultural Marketing for January 1967.)

As of March 15, 1967, the 234 schools had a combined attendance of about 90,000. About 33 percent of these children, or 30,278, benefit from the breakfasts, over two-thirds of which are served free or at reduced prices. Some 26 of these schools including 8,300 children have food service available for the first time.

Manulele Tausala means "Ladybird." Mrs. Johnson stopped over in American Samoa to dedicate this school last October while accompanying President Johnson to Southeast Asia.

## **FOOD TIPS**

-from USDA's Consumer  
and Marketing Service

### **LOOK FOR THE USDA GRADE SHIELD**

Look for the USDA grade shield on *beef, lamb, chicken, turkey, butter and eggs*. When one of these foods is marked with the USDA grade, this means that it has been examined by an expert Government grader and he has certified that it measures up to a definite standard of quality.

If you learn to recognize the grade mark and know what it means, it can help you to know more about what you are buying, to compare prices of foods in different stores, and to get the most for your money.

### **SHOP WISELY FOR DRY BEANS**

If you are looking for the best in *dry beans*, buy the USDA Choice Hand-Picked grade. This is the top grade, and to be worthy of it most classes of beans must be 98.5 percent free from defects. There are other grades from which you can shop wisely—and these beans also meet rigid standards. U.S. #1, U.S. #2, and U.S. #3 beans in most classes are 98, 96, and 94 percent free from defects, respectively. Dry beans are high in protein content—and they're plentiful.

# It's Not in the Bag



*Each hot meal is packed in a disposable compartment tray.*

**M**ORE THAN 400 ELEMENTARY school students in four Washington, D.C., elementary schools are getting piping hot lunches for the first time this year even though their schools have no kitchens. It's the result of a promising new idea in carry-out school lunches that the D.C. School Food Service Department has been developing and testing for about a year.

Each of the hot meals is packed in a disposable compartment tray in a junior high school sealed in insulated containers, for transport to kitchenless schools where it is served more than two hours later, still piping hot. Typically, a child opens his disposable tray to a nourishing meal of country fried steak, buttered spinach, and has browned potatoes. Bread, butter, milk and a peanut butter cookie are served along with the hot food.

The hot tray pack, offering much more variety than a bag lunch service, features almost the same foods as those served in any regular school cafeteria. Menus follow the Type A pattern of the National School Lunch Program, administered by the U. S Department of Agriculture's Consumer and Marketing Service.

The junior high school lunch-

room workers who prepare and pack the meals have it down to a system. They can pack each insulated carrying case full of 36 hot lunches in 4 minutes flat. By 10 a.m. more than 400 lunches are packed and ready to be loaded onto trucks for the brief ride to four neighboring schools. Then the workers turn to their regular task of serving an average 750 Type A lunches to their own school children.

D.C. School Food Service Director Aleta Swingle feels that the new approach has proven itself even though they are still looking for improvements. A year of testing, working closely with local public health officials and with manufacturers, showed that food packed in the covered trays and in sealed insulated containers would remain above the safe temperature of 140 degrees F. for 2-½ hours, even when placed in a zero degree freezer to check on the heat-holding capacity of the containers.

The goal is that eventually every D.C. school child . . . whether needy or not and whether or not his school has a cafeteria. . . will be able to get hot Type A lunches, offering a wide variety of nutritious foods.



*(Left) Workers deliver insulated carrying cases full of 36 hot lunches each to four kitchenless D.C. schools. (Above) The goal is that every D.C. school child will be able to get hot Type A lunches.*



# Donated Foods

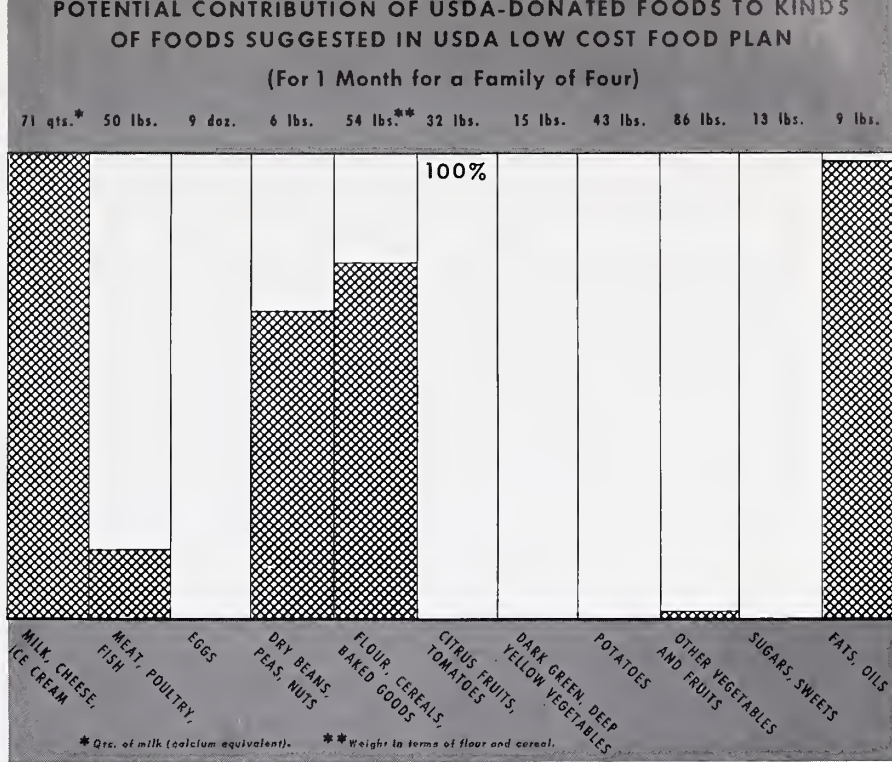
THE  
BEGINNING  
OF A  
GOOD DIET



**L**OW-INCOME FAMILIES can improve their diets by using foods donated by the U.S. Department of Agriculture. Every month they can get as many as a dozen foods, worth about \$5.50 a person, including canned meat, peanut butter, dry beans, nonfat dry milk, flour and other cereal products, and fats including margarine or butter, shortening and lard. The list may vary slightly with seasonal supplies and also depends on requests of State and local governments.

The donated foods available in recent months can make an important contribution to a needy family's diet. It's a big help, but the family still must have other foods to be well nourished, particularly more meats, and fruits and vegetables.

Donated foods according to Consumer and Marketing Service home economists contribute to six out of eleven kinds of foods in the U.S. Department of Agriculture's outline of a good low-cost diet. The donations are particularly strong in milk products and fats, providing as much as the USDA low-cost plan specifies. Next are the donated cereal products, making up  $\frac{3}{4}$  of the cereal, flour and baked goods in the plan. Dry beans and peanut butter given to the family supply  $\frac{3}{5}$  of the suggested amount of dry beans, peas and nuts. Canned meat donations provide a seventh of the family's meat, poultry and fish. Donated raisins help slightly in the fruit



and vegetable department.

But the family receives no help with eggs, citrus fruit and tomatoes, deep green and dark yellow vegetables, potatoes, sugars and sweets. Also, they get only a little help in the meat, poultry and fish category.

To fill in the gaps and get a good diet, C&MS home economists suggest that a family supplement food donations with the following choices: a variety of low-cost meat, poultry and fish, eggs, citrus fruit and juice, tomatoes and tomato juice, greens such as spinach or collards, carrots, sweet potatoes, potatoes, and other low-cost vegetables and fruit.

In many parts of the country, teachers, nutritionists, extension workers, and volunteers are banding together to show families how to use donated foods and what other foods they need to go with them. In some areas recipients of donations have been trained so they can help in their own neighborhoods. Letters and reports show they're making progress.

Still, much is left to be done in teaching people to make the most of donated foods. There are still those who don't know how to use nonfat dry milk and so don't accept it from the distribution center. There are people who turn down bulgur, a nutritious form

of cooked cracked wheat, because they've never heard of it.

A demonstration—a neighborhood tasting party—a recipe flyer—a home visit by a neighborhood leader—can help a homemaker learn to use foods that are different. A good example of the benefits of coordinated teaching programs is Mississippi's Project HELP, a combined USDA, State and Office of Economic Opportunity effort to reach every county in Mississippi with Federal food assistance. Funds for nutrition education enabled professional home economists to train salaried neighborhood workers, many of whom are themselves recipients of donated foods. They visit homes to show how to cook with these foods and leave information flyers. They are on hand at food donation centers to offer tasty samples of recipes made with the foods being given, and to encourage added food for the family by giving out packets of seeds for a vegetable garden.

This kind of effort brings results. Soon the worker, making her rounds in the neighborhood, is greeted by a thriving vegetable garden or a plate of hot bread that's extra nourishing because it's fortified with nonfat dry milk.

Things are better when the family is getting more of the right foods.

OFFICIAL BUSINESS

## You Can't Road-Test Grass Seed before You Buy . . .

*. . . so C&MS seed technologists help assure you that the lawn seed you buy is the variety the label claims it is.*

**N**O ONE WOULD BUY "just a car." You want a certain make, model, color, horsepower, with a certain number of carburetors, cylinders, and doors—you want a specific variety of car. And you'll probably even run a road test on it before you sign that contract, to be sure it's all you asked.

Variety is just as important to consider in most other purchases—and one in particular: lawn seed. A single kind of lawn seed, such as Kentucky bluegrass, may have 10 or 15 varieties, each with special characteristics. They differ in growing habits, shades of green, resistance to drought, resistance to disease, and even the climate in which they grow best.

But you can't run a road test on a package of lawn seed before you buy it to check its performance or to make sure a package labeled Merion variety of Kentucky bluegrass is really Merion.

So, Consumer and Marketing Service seed technologists, while enforcing the Federal Seed Act, examine agricultural, vegetable, and lawn seed to see how different varieties perform; and run tests to be sure seed in interstate commerce is actually the variety named on the package label and will perform as its label claims it will.

Among the varieties found most often by C&MS technologists in their tests on Kentucky bluegrass, for example, are Delta, Merion, and Park.

One way they can tell these apparently similar varieties apart is with phenol tests. In certain varieties phenol will react with enzymes in the seed coat to cause a change in color. Delta turns very dark. Merion doesn't stain since it has very little of the enzyme.

They detect differences in other characteristics—after noting obvious ones like color, shape, size, length, width—under the microscope. Then they may grow the seed—usually in a growth chamber where environment can be controlled—to examine the seedlings.

Here they check varietal differences which the consumer should know and consider when choosing a lawn seed. One of these is vigor. Vigor in grass can be the result of good care or, more important when buying seed, inbred vigor.

In certain climates or conditions, only extremely vigorous or strong seed can come up and survive. Kentucky bluegrass, called cool season grass, usually grows best in the northern States, with Maryland and the Appalachian Mountains about the southern extreme for a

successful lawn. Delta is particularly adapted to cooler sections of the Kentucky bluegrass region.

Another difference to consider is the fineness of the blade. Merion is a broader based variety than Delta or Park and may stand up to more traffic than the finer-stemmed varieties. Merion is also more tolerant to close mowing, but requires much more fertilizer than Delta or Park.

C&MS seed technologists measure the resistance of seedlings to disease as another test for detecting variety. They find Delta has a marked resistance to mildew, while Park shows resistance to rust. Merion shows a high degree of resistance to *Helminthosporium* leaf spot.

Leaf color—often a beauty factor in lawns—might be a final check to be sure seed is the variety stated on its label. Merion, with wide dark-green leaves, is known for good color.

C&MS Federal Seed Act officials use these characteristic differences to determine and verify variety in their efforts to make sure that the buyer's right to know what he is buying and to receive what he orders is not violated. Consumers use them to choose the variety of lawn seed best suited for their climate, soil, and needs.